

**Edina Neighborhood Identification Steering Committee  
Community Room  
Wednesday, March 28, 2012 – 6:30 PM**

Members Present: Brozic, Carlson, Ericksen, Erickson, Harter, Janovy, Miller, Moore, Persha and Chair Melton

Staff Present: Karen Kurt, Assistant City Manager; and Susan Howl, Administrative Assistant

**I. MOTION by Member Brozic to approve the NISC minutes of March 14, 2012, was seconded by Member Miller.**

**Ayes: Brozic, Carlson, Ericksen, Erickson, Harter, Janovy, Melton, Miller, Moore and Persha. MOTION CARRIED.**

**II. Citizen Engagement Model**

As a result of the last meeting's break-away sessions, Chair Melton presented the consensus model developed for the citizen engagement process:

- Meeting #1 – City-wide gathering in a place such as the Senior Center, Community Center or an elementary school.
- Meeting #2 – Four concurrent quadrant gatherings, with maps from meeting #1.
- Meeting #3 – City-wide gathering with a full map provided.

The Committee Members discussed the timeline for the process. With the survey coming out soon in the Spring About Town and the results due at the end of April, the consensus was that the end of May would be an ideal time for the first City-wide meeting. At this meeting, people could create their own maps within the quadrant model, and population numbers for the quadrants would be available. These maps would then be available at the quadrant meetings.

It was the consensus of the Committee Members that the Senior Center is the best location for the three meetings because it provides the setting for a large gathering as well as having smaller rooms for quadrant meetings.

**MOTION by Member Miller to set the following dates for all three meetings at the Senior Center was seconded by Member Moore:**

**MEETING #1 – WEDNESDAY, MAY 30th**

**MEETING #2 – WEDNESDAY, JULY 11TH**

**MEETING #3 – WEDNESDAY, SEPTEMBER 12TH**

**Ayes: Brozic, Carlson, Ericksen, Erickson, Harter, Janovy, Melton, Miller, Moore and Persha.**

**MOTION CARRIED.**

### **III. Council Work Session Preparation**

Assistant Manager Kurt shared the PowerPoint presentation for the Council Work Session on April 3rd which included: purpose for and benefits of neighborhood associations, communication model, neighborhood associations vs. homeowners associations ("in the neighborhood" added in the first bullet), public engagement process and timeline (in Meeting #2, the word "Review" in the second bullet replaced by "Present", and the approved dates/location added for the three meetings), and recommendations to and input from the City Council.

Ideas were identified to discuss with the City Council:

- Should NISC develop criteria and recommendations for the neighborhoods in creating their boundaries?
- Do blocks within the neighborhoods have their own identities?
- Consider the neighborhoods' social events and insurance/liability issues.
  
- What does the City Council consider an ideal range for numbers of families in neighborhoods?

### **IV. Communication Plan Subcommittee**

Committee Members Brozic, Harter and Persha agreed to serve on the Communication Plan Subcommittee with the following tasks:

- Start the communication process and promote the idea of quadrant breakouts. Consider using the citizen engagement blog to establish communication.
- Create a name for the Three Meetings.
- Publicize in "City Extra," Facebook, Channel 16, Edina schools, churches, the "Edina Magazine," the Sun Current, Southwest Journal, West Metro Star, and the Chamber.
- Participate in the 4th of July Parade.
- Provide Committee Members materials with language and format for individual networking in the community.

### **V. Next Steps and Assignments**

- Member Carlson will provide an update of the project plan.
- Meeting #1 will be planned when NISC meets on April 25th.
- Consider a blurb on Facebook about the survey and its closing on April 30th.

### **VI. Adjournment**

There being no further business, the March 28th meeting was adjourned at 8:00 PM.